

**Title:**

**THE EFFECTIVENESS OF ADVERTISING CAMPAIGN TO OVERCOME  
ANIMAL ABUSE ISSUE IN MALAYSIA**

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**A project paper submitted to:  
FACULTY OF ART AND DESIGN  
UNIVERSITI TEKNOLOGI MARA**

**In partial fulfillment of requirement for the**

**BACHELOR ART AND DESIGN (Hons) IN GRAPHIC DESIGN**

**Major area: Advertising**

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**January 2013**

## DECLARATION OF WORK



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I am **Aznul Muzahfar Bin Abu Shahid**, ID number **2009966653** hereby clarify that:

- This work has not previously been accepted in substance for this degree locally and is not being concurrently submitted for this degree or other degrees.
- This report is the result of my independent work and investigation except whether otherwise stated.
- All verbatim extracts have been distinguished by quotation mark and sources of information have been specially acknowledged.

Signature

.....

2013

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Date: 8 January

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## INTRODUCTION

This academic writing is about analyzing issues and problems that arises and finding a way to overcome the problem. Animal abuse is a crime that is getting serious day by day. With this academic writing, student can study the issue and to find a solution to overcome this problem.

In chapter one, this chapter will be discussing about the background of the research. This is where the academic writing will show the details of the background of the study. It includes background study, problem statement, related research and literature review and significant of the study.

In chapter two, this chapter will show the significance of study, which is to give benefits to the animals, to the public and also to the country. This second chapter will be discussing the objectives in fighting animal abuse. Hence, This chapter also related with giving the detail of explanation and the method of gathering and recording the information. The method of collecting the research can be divided into two, which are primary data and secondary data.

In chapter three, this chapter will show the findings and analysis of the data. This chapter will show the detail of the data, which will be collected, from the primary data and also secondary data. All the data will be compiled and made a study in the form of pie charts. The answers to every questions in questionnaire will be collected and documented in the form of charts.

In chapter four, this chapter will show the conclusion of every answers that were collected from the findings. While the conclusion will be made, the recommendations also will be given to make this campaign more success.